

ABSTRACT

Currently, economic growth followed by the use of information and communication technology has also shifted and changed the conventional way of working from marketing to digital marketing. The growth of information technology has also affected the beauty and personal care market, which is the fastest growing consumer market driven mainly by the cosmetics and skin care segment. MS Glow is a local Indonesian beauty product that once led the beauty market. Behind its success, MS Glow also experienced several things that were detrimental to its business, namely the rise of counterfeit MS Glow products carried out by irresponsible persons. Of course, this is detrimental to MS Glow and consumers who are deceived by fake products.

Based on these problems, the purpose of this research is to find out how much influence social media marketing and influencer support mediated by trust and brand image have on purchase intentions for MS Glow products on TikTok social media.

This study used a quantitative research methodology by distributing questionnaires to 251 female respondents who had watched online reviews of MS Glow products through the TikTok application. The data collected was then analyzed using SmartPLS and analyzed using the SEM-PLS technique.

The results showed that social media marketing has a direct effect on purchase intention and an indirect effect on purchase intention mediated by brand image. However, trust does not have a mediating role between SMM and purchase intention. Influencer endorsement has no direct or indirect effect on purchase intention.

In addition, MS Glow can also create campaigns related to shareable experiences by providing benefits for audiences who post popular things related to MS Glow products, MS Glow can also look for opportunities to collaborate with well-known brands to strengthen its brand positioning in the beauty industry, identify influencers whose audiences match MS Glow's target demographics and product offerings and empower influencers to share authentic product reviews, and MS Glow

can also communicate with audiences by responding to comments, addressing audience concerns and showing that the company values audience opinions.

Keywords: *Social Media Marketing, Influencer Endorsement, Brand Image, Trust, Purchase Intention*